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# fashion calendar

44 WEST FIFTY-SECOND STREET • NEW YORK 19 • ELDORADO 5-3693

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

# 1950

january

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, NOVEMBER 27, 1950</u>			
<u>CHRISTMAS ACTIVITIES IN LOCAL STORES</u>			
Now Going On	PIXIES HELP SANTA CLAUS	ABRAHAM & STRAUS (BROOKLYN)	8TH FLOOR TOYLAND
	Four pixies help Santa Claus distribute coloring books. On Thursday, Nov. 30, "Angels In Disguise"--Christmas gifts from "Glamour" Magazine will be modeled in restaurant during dinner. Publicity: Frances Bemis, Feature Events Department, TR. 5-7200.		
Now Going On	PENNY BANK GIFT SHOP FOR CHILDREN	B. ALTMAN & CO.	5TH FLOOR
	Altman's has a special Penny Bank Shop where children may purchase gifts for their families, with prices ranging from 25¢ to \$2.00. Santa Claus is in the Toy Department (6th floor). Publicity: Etta Daub, MU. 9-7000.		
Now Going On	SANTA CLAUS IN TOYLAND	ARNOLD CONSTABLE	2ND FLOOR TOY DEPT.
	Santa Claus will be present in Toyland to chat with the children. Publicity: Lynn Casey, MU. 5-2300.		
Now Going On	PONY RIDES AT BAM-B CORRAL	L. BAMBERGER & CO. (NEWARK)	6TH FLOOR TOY DEPT.
	Children may ride live ponies, and purchase refreshments at diminutive stands. Fee for pony ride: 29¢. Publ.: Bert Adams, Market 2-1212.		
Now Going On	YOUNGSTERS POSE WITH SANTA CLAUS	BLOOMINGDALE'S	6TH FLOOR
	Santa Claus arrives at Bloomingdale's with balloons for children. Photograph of Santa with children may be obtained for \$1.00. Publicity: Alice Hutton, EL. 5-5900.		
Now Going On	"721 CLUB" FOR MEN ONLY	BONWIT TELLER	2ND FLOOR
	Twenty-four consultants will assist male shoppers in their selection of women's Christmas gifts. (Entrance to 2nd Floor Club on 56th Street). On Friday, Nov. 24, Bonwit Teller will invite the male press and "721 Club" members to a cocktail party for the opening of this service. Contact: Constance Fagan, EL. 5-6800.		
Now Going On	SHOPPING ADVICE AVAILABLE	DE PINNA	5TH FLOOR
	Shoppers will be able to consult with advisory council on selection of Christmas gifts. Publicity: Dorothy Coburn, MU. 8-2000.		

Continued On Following Page

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>CHRISTMAS ACTIVITIES IN LOCAL STORES (Continued)</u>			
Now Going On	CHILDREN VISIT DOLL'S HOUSE A small doll's house has been constructed, with a live "mammy" and her doll replicas. Publicity: Lenore Benson, WI. 7-9600.	FRANKLIN SIMON & CO.	6TH FLOOR CHILDREN'S DEPT.
Now Going On	TALKING REINDEER AND ST. NICHOLAS St. Nicholas and Rudolph The Red-Nosed Reindeer will be on the 5th floor to chat with the children. Contact: JA. 6-6800.	GERTZ (LONG ISLAND)	5TH FLOOR
Now Going On	LIVE REINDEER & SANTA IN TOY VILLAGE St. Nicholas and his eight live reindeer will be surrounded by a toy village on the 7th floor. Children may ride on a merry-go-round, see a live baby elephant and animated toys in Toyland on the 6th floor. Ride: 30¢. Publicity: Charline Sutton or Gay Stearns, LO. 5-1500, Ext. 600.	GIMBELS	7TH FLOOR
Now Going On	"MAGIC WONDERLAND" AND PUPPET SHOW "Magic Wonderland"--favorite stories from "The Arabian Nights" will come to life in Hearn's Toy Department where a 12-foot paper mache elephant, a snake charmer, and an Arab and his camel will complete the atmosphere of the Far East. Admission: 16¢ (tax included) for the benefit of the March of Dimes. In the 14th Street window a continuous puppet show will be featured, presenting Foodini and his friend Pinhead from the CBS television show, "Lucky Pup". Publ.: Doris Norman, OR. 5-5000, Ext. 493.	HEARN DEPARTMENT STORE	3RD FLOOR TOY DEPARTMENT
Now Going On	DAILY LUNCHEONS WITH ST. NICHOLAS Santa's daily luncheon parties begin at 10:45 A.M. (75¢ each). By reservation only. Toy Fair in the new toy department, 8th floor. Publicity: Constance Bray, Mitchell 2-8000, Ext. 392.	KRESGE-NEWARK	7TH FLOOR REGIMENTAL ROOM
Now Going On	SANTA CLAUS AND COMIC CLOWN Santa Claus and a comic clown will entertain the visiting youngsters. Publicity: Paul Murphy, TR. 5-8100.	LOESER'S (BROOKLYN)	5TH FLOOR TOY DEPT.
Now Going On	PICTURES WITH SANTA AND TOY DEMONSTRATIONS Young visitors with Santa Claus on the 7th floor of the 7th Avenue store may have their pictures taken posing with him. Price for picture: 98¢. Demonstration of toys on 5th floor in Toyland. Publicity: Helen Law, CH. 4-2000, Ext. 2431.	MACY'S	7TH FLOOR 7TH AVE. STORE
Now Going On	ST. NICHOLAS GIVES SURPRISE PACKAGES St. Nicholas will give surprise packages to his young visitors. On the main floor, many counsellors will circulate to help in selection of Christmas gifts. Publicity: Rita Dobbins, TR. 5-3100.	MARTIN'S (BROOKLYN)	4TH FLOOR TOY DEPT.

Continued On Following Page

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>CHRISTMAS ACTIVITIES IN LOCAL STORES (Continued)</u>			
Now Going On	SANTA DISTRIBUTES CANDY CANES Children visitors will be given candy canes by Santa Claus. The store will also provide a shopping service, for men only, in the "Wise Men's Club" on the 2nd floor. Publicity: Georgine Thomson. Contact: Jean Saville, WI. 7-7000.	JAMES McCREERY & CO.	6TH FLOOR CHILDREN'S DEPT.
Now Going On	SNOW TRAIN RUNS THROUGH TOYLAND A Snow Train will run through Toyland and a winter countryside. Fee: 12¢. Santa will give surprise packages. Publicity: Susanna Davis, TR. 5-5700.	NAMM'S	4TH FLOOR TOY DEPT.
Now Going On	"STAG SHOP" FOR XMAS GIFT ADVICE A shopping service, for men only, will be provided by the "Stag Shop" on the 6th floor. In addition, 15 gift counsellors and guides, wearing bright red pillbox hats, will circulate throughout the store. Publicity: Sylvia Goode, PL. 3-4000.	SAKS FIFTH AVENUE	6TH FLOOR
Now Going On	SANTA CLAUS WILL GIVE AWAY FAVORS Children visitors will be given favors by Santa Claus. Publicity: Frances Eisner, LA. 4-7000.	SAKS 34TH STREET	2ND FLOOR TOY DEPT.
Now Going On	ROCKET RIDE AROUND TOY DEPARTMENT Children may have a thrilling ride around the ceiling of the toy department in a small "rocket". Fee: 9¢. Publ.: Ester Podester, GR. 3-4700.	JOHN WANAMAKER	2ND FLOOR TOY DEPT.
Monday Nov. 27	ANNUAL POPULAR PRICE SHOE SHOW	POPULAR PRICE SHOE SHOW OF AMERICA	HOTEL NEW YORKER GRAND BALLROOM
10:00 A.M. Preview-- Dress Rehearsal; 2:00 P.M. Trade Show	Sponsored jointly by the National Association of Shoe Chain Stores and the New England Shoe and Leather Association, the Popular Price Shoe Show of America will present a retailers' preview of shoe fashion highlights for Spring and Summer 1951. (Over 600 displays will be shown, both at the New Yorker and McAlpin Hotels during entire week. Co-Managers: Edward Atkins and Maxwell Field). Press preview and formal dress rehearsal at 10:00 A.M. The trade show will be in two parts: First part--women's shoes, at 2:00 P.M. Second--men's and children's shoes, at 2:50 P.M. Separate tickets will be issued. For tickets to retailers' show, contact: Edward Atkins, 51 East 42nd Street, MU. 2-8704. Press by invitation only. Contact: Ruth Hammer Associates, Inc., EL. 5-7108.		
Monday Nov. 27	PREVIEW OF 1951 COIFFURE FASHIONS	BERGDORF GOODMAN	4TH FLOOR
4:00 P.M.	Showing of 1951 coiffure fashions by the new Bergdorf Goodman beauty salon. By invitation only. Publicity: Florence Neff, PL. 3-7300.		
Monday Nov. 27	PREVIEW OF SPRING HATS	IRENE OF NEW YORK	16 EAST 52ND STREET SALON
4:00 P.M. Tea	Presentation to magazine editors of Spring hat collection by Irene of New York. Attendance by invitation only. Publ.: Nona James, CH. 4-7658.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Nov. 27 4:00 P.M.- 7:00 P.M.	PRESS PREVIEW OF ITALIAN DESIGN EXHIBIT "Italy At Work--Her Renaissance in Design Today", an exhibit of over 2500 objects will be previewed by the press. Included will be five full-scaled complete interiors: furniture; ceramics; glass; metalwork; enamels; mosaics; womens' accessories; costume jewels; strawwork; fabrics; toys; mechanical and industrial machines. <u>Formal Opening and Members' Preview</u> <u>on Wednesday, Nov. 29 at 9:00 P.M.</u> Open to public on <u>Thursday, Nov. 30</u> , remaining at the Brooklyn Museum until Jan. 31. Publicity: Isadora Bennett and Richard Pleasant, PL. 7-3184.	ITALIAN GOVT. AGENCIES; E.C.A. ADMINISTRATION	BROOKLYN MUSEUM EASTERN PARKWAY
Monday Nov. 27 7:30 P.M.- 9:30 P.M.	NINTH SESSION OF FASHION TRAINING COURSE Subject: "Editorial"--Magazines, Newspaper. Speakers: Jessica Daves, "Vogue"; Frances Harrington, "Philadelphia Bulletin"; Jacquita Wilson, "Harper's Bazaar". (There will be no lectures for the following two weeks, to allow time for students to write essays). Fee: \$2.00. Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC.	CARL FISCHER HALL (9 ROCKEFELLER PLAZA) 165 WEST 57TH STREET
Tuesday Nov. 28 9:30 A.M. Coffee	PREVIEW OF SPRING HOSIERY COLORS Holeproof Hosiery will preview the "Color Story" of Spring hosiery fashions. By invitation only. Publicity: Nona James, CH. 4-7658.	HOLEPROOF HOSIERY CO.	330 FIFTH AVENUE SHOWROOM-4TH FLOOR
Tuesday Nov. 28 9:30 A.M.; 10:00 A.M.; 12:00 Noon; 4:00 P.M.- 6:00 P.M.	PRESS PREVIEW OF NEW NYLON MOVIE Showings for the press of "Close-Up of Nylon", Du Pont's 22-minute motion picture in color, at <u>9:30 A.M.; 10:00 A.M.; 12:00 Noon</u> , followed by buffet luncheon; <u>4:00 P.M. to 6:00 P.M.</u> during cocktails, in the auditorium (50th Floor) of the Chanin Building. Attendance by invitation only. Contact: Blanche Gaillard, LO. 3-6400, Ext. 308.	DU PONT COMPANY, NYLON DIVISION	CHANIN BUILDING 122 EAST 42ND STREET
Tuesday Nov. 28 1:00 P.M. Luncheon	CUSTOM COLLECTION OF WINTER SUITS Barrington, Ltd. will present a custom collection of man-tailored suits for women, designed by Nicholas Catenaro. Press by invitation. Public by reservation; contact: MU. 8-3000, Ext. 7. Barrington Publicity: Clyde Matthews, JU. 2-4390. Ritz Publicity: Marion Morrison, MU. 8-3000.	BARRINGTON, LTD. (299 MADISON AVE.)	RITZ-CARLTON HOTEL OVAL ROOM
Tuesday Nov. 28 4:00 P.M. Punch	OPENING OF NEW SALON AND BOUTIQUE Florence Reichman and Mr. Arnold will invite the press to a "Pink Punch" party at the opening of their new Salon and Boutique. Attendance by invitation only. Contact: Ruth Waldron, PL. 7-7724.	FLORENCE REICHMAN: & MR. ARNOLD	16 WEST 57TH STREET SALON
Tuesday Nov. 28 8:00 P.M. Reception	BRIDAL GOWNS AND WEDDING ETIQUETTE The Tailored Woman will show "The Perfect Wedding", with Barbara Barrie, director of the bridal salon, demonstrating correct wedding etiquette, illustrated by three wedding ceremonies, followed by a reception for the press and prospective brides. Commentator: Alexandra Potts, Merchandising Counsel, "Modern Bride" Magazine. By invitation. Publicity: Mollie Appleby Baldwin, PL. 5-2500.	THE TAILORED WOMAN	SHERRY'S, 300 PARK SHERRY ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Nov. 28 8:00 P.M.	LATEST PARIS HAIRSTYLES AT SPECIAL SHOWING Showing for hairdressers of the latest Paris hairstyles by Jean Louis Sterns of the French Liner "Liberte" and the Jean Clement chain of French Salons. Haircolor: Miss Clairol. Hairpieces: Fleischer. Attendance by invitation only. Contact: Jack Shor, OR. 5-0700.	CLAIROL, INC.; & THE FRENCH LINE	CLAIROL HAIRCOLORING INST., 510-6TH AVE.
Wednesday Nov. 29 9:30 A.M. Breakfast	PRESS PREVIEW OF "JR. PLENTY" DEPT. Press showing of Holiday fashions in a new size range from Lane Bryant's new Jr. Plenty Department. Attendance by invitation. Publicity: Paula Miller, LE. 2-0200, Ext. 340.	LANE BRYANT, INC. (465 FIFTH AVENUE)	10TH FLOOR PUBLICITY OFFICE
Wednesday Nov. 29 12:00 Noon; 2:30 P.M.	HOLIDAY & CRUISE DRESS COLLECTION Presentation by Saks 34th Street of the McKettrick-Williams Holiday and Cruise dress collection at 12:00 Noon and 2:30 P.M. Press invited. Open to public. Publicity: Frances Eisner, LA. 4-7000, Ext. 445.	SAKS 34TH STREET	4TH FLOOR TALLY-HO SHOP
Wednesday Nov. 29 12:45 P.M. Luncheon	CRUISE FASHIONS AT LUNCHEON SHOW "Fashion Prophecy"--Carolyn Schnurer will present Cruise fashions during luncheon. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Schnurer Publicity: Lee Walker, CH, 4-4587. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	CAROLYN SCHNURER	HOTEL PIERRE COTILLION ROOM
Wednesday Nov. 29 1:00 P.M. Luncheon	RESORT FASHIONS AT LUNCHEON SHOW "Season In The Sun"--a collection of clothes designed for "Southern Exposure" will be shown by Russeks during luncheon. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Russeks Publicity: Miriam Lenzen, WI. 7-1900. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA SERT ROOM
Wednesday Nov. 29 1:00 P.M. Luncheon	PARIS-DESIGNED FASHIONS AT BENEFIT LUNCHEON Presentation of Paris-designed Holiday fashions by Callot Soeurs at a benefit luncheon for the Goddard Neighborhood Center. Hats--Ten Eyck. Gloves--Superb. Jewels--Harry Winston. Press by invitation. Public by reservation; contact: Louis, PL. 3-0200. Callot Soeurs Publicity: Mary Marsh, PL. 7-5810. Sherry's Fashion Director and Publicity: Rosamund Hanscom, PL. 3-0200.	CALLOT SOEURS (42 EAST 57TH STREET)	SHERRY'S, 300 PARK SHERRY ROOM
Thursday Nov. 30 9:30 A.M. Coffee	PRESS PREVIEW OF GOTHE ORIGINALS Spring collection of Gothe originals will be presented to the press by David E. Gottlieb. Showing at 10:00 A.M. Attendance by invitation only. Publicity: Nona James, CH. 4-7658.	DAVID E. GOTTLIEB, INC.	530 SEVENTH AVENUE SHOWROOM
Thursday Nov. 30 9:30 A.M. Coffee; 10:00 A.M. Show	LADIES' DAY AT "WISE MEN'S CLUB" Breakfast preview for the press at opening of McCreery's shopping service, for men only--the "Wise Men's Club". By invitation only. Show for public at 3:00 P.M. Publ.: Georgine Thomson. Contact: Jean Saville, WI. 7-7000.	JAMES McCREERY & CO.	3RD FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Nov. 30 12:15 P.M. Luncheon	MEMBERS' MONTHLY LUNCHEON MEETING "Fashion From Three Vantage Points". "Readers Are Customers--Gearing Fashion News To A Special Audience". Speakers: Helen Valentine, "Charm"; Fleur Cowles, "Flair"; Sally Kirkland, "Life". Chmn.: Eleanor W. Howard. Price \$3.75 for members. \$4.00 for guests. Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Associates, EL. 5-7108.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Thursday Nov. 30 1:00 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOWING Baroness Radvanszky and Kathleen will present a Resort collection of millinery and costumes. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Radvanszky Publicity: Maud G. Moody, LE. 2-4049. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	BARONESS RADVANSZKY; KATHLEEN, INC.	HOTEL PLAZA PERSIAN ROOM
Thursday Nov. 30 5:30 P.M.- 7:30 P.M.	"FASHION NIGHT AT ABRAHAM & STRAUS" "Fashion Night At A&S"--featuring Glamour Magazine's gift items, "Angels in Disguise", and Willys of Hollywood hosiery to be worn with "Slim Sheath" fashions, at the Thursday night supper hour in the restaurant. Open to public. Publ.: Frances Bemis, Feature Events Dept., TR. 5-7200.	ABRAHAM & STRAUS	4TH FLOOR RESTAURANT
Thursday Nov. 30 7:30 P.M.	FASHION PUBLICITY WORKSHOP COURSE Ninth Session: Kathi Norris will survey television as a medium for reaching the woman consumer in her home. Members of Kathi Norris' staff and the NBC television network will also be present to answer questions of a more general nature about television. Director: Ellen Lind. Individual session: \$2.50. Contact: Promotions, MU. 8-1837.	PROMOTIONS	HOTEL DELMONICO PARK AVE. & 59TH ST.
Thursday Nov. 30 9:00 P.M.	BENEFIT PARTY FOR COSTUME INSTITUTE The third annual "Party Of The Year", for benefit of Costume Institute of Metropolitan Museum of Art, sponsored by 25 different branches of the fashion industry, will feature a ball with entertainment. Fashions will include a tableau of historical bridal dresses. Executive Committee Chairman: Dorothy Shaver. Ticket Committee Co-Chairmen: Dorothy Shaver, Samuel Deitsch, Richard Koret, Herbert Sondheim. Arrangements Committee Co-Chairmen: Eleanor Lambert, Lloyd Weill. Entertainment Committee Chairman: Lloyd Weill. "Pickpocket" Committee Co-Chairmen: Eleanor Pollock, Richard Koret, Herbert Sondheim. "Photographers' Row" Committee Chairman: Sally Kirkland. Decorations Committee Co-Chairmen: Henry Callahan, Lester Gaba. Publicity Committee Chairman: Gloria Carr. Reservations: \$50.00 each. Contact: Mrs. Dorothy Cushman, Costume Institute of Metropolitan Museum, TR. 9-5500, Ext. 492.	SPONSORED BY FASHION INDUSTRIES	HOTEL PLAZA GRAND BALLROOM
Monday Dec. 4 5:00 P.M.- 7:00 P.M. Cocktails	PREVIEW OF NEW BRASSIERE FASHIONS "Dreamatics"--preview of style innovations for 1951 by Maiden Form at a fashion show and cocktail party for the press and trade. Maiden Form brassieres will be shown with the new Spring fashions for which they have been designed. Settings: Tom Lee. Showing promptly at 5:30 P.M. Attendance by invitation only. Co-commentators and Fashion Show Directors: Kay Daly and Beth Fagenstrom. Publicity: Harriet Hatch, William H. Weintraub & Co., Inc., MU. 8-3901.	MAIDEN FORM BRASSIERE CO.	HOTEL PIERRE GRAND BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Dec. 4-	SHOWING OF HOLIDAY EVENING FASHIONS	NAMM'S (BROOKLYN)	2ND FLOOR
Dec. 5 6:00 P.M.	Presentation of evening fashions for the Holidays by Namm's on Mon., Dec. 4; and Tues., Dec. 5 at 6:00 P.M. Press invited. Open to public. Publicity: Susanna Davis, TR. 5-5700.		
Monday Dec. 4- Dec. 22	SPECIAL CHRISTMAS SHOPPING SCHEDULES Stores will have the following shopping hour schedules for Christmas. Regular Saturday closing hours, unless otherwise indicated.	DEPARTMENT STORES	N.Y. CITY, QUEENS, BROOKLYN, NEWARK
	<u>STORE</u>	<u>BEGINNING</u>	<u>HOURS</u>
	ABRAHAM & STRAUS (Bklyn)	Dec. 6	9:30 A.M. to 9:00 P.M.
	ARNOLD CONSTABLE	Dec. 4	9:30 A.M. to 9:00 P.M.
	L. BAMBERGER (Newark)	Dec. 6	9:45 A.M. to 9:00 P.M.
	BLOOMINGDALE'S	Dec. 4	9:30 A.M. to 9:00 P.M.
	FRANKLIN SIMON	Dec. 4	9:30 A.M. to 9:00 P.M.
	GERTZ (Long Island)	Dec. 4	9:30 A.M. to 9:30 P.M.
	GIMBELS	Dec. 4	9:30 A.M. to 9:00 P.M. (incl. Sat.)
	HEARNS'S	Dec. 7	10:00 A.M. to 9:00 P.M.
	HECHT'S	Dec. 4	9:45 A.M. to 9:00 P.M. (incl. Sat.)
	KRESGE-NEWARK	Dec. 6	9:45 A.M. to 9:00 P.M.
	LOESER'S (Bklyn)	Dec. 4	9:30 A.M. to 9:00 P.M.
	MACY'S	Dec. 7	9:45 A.M. to 9:00 P.M.
	MARTIN'S (Bklyn)	Dec. 6	9:45 A.M. to 9:00 P.M.
	MAY'S (Bklyn)	Dec. 9	9:30 A.M. to 9:00 P.M.
	McCREERY	Dec. 4	9:30 A.M. to 9:00 P.M.
	NAMM'S (Bklyn)	Dec. 4	9:30 A.M. to 9:00 P.M.
	OHRBACH'S	Dec. 15	10:00 A.M. to 8:30 P.M.
	SAKS FIFTH AVENUE	Dec. 14	9:30 A.M. to 9:00 P.M.
	SAKS 34TH STREET	Dec. 4	9:30 A.M. to 9:00 P.M. (incl. Sat.)
	STERN BROS.	Dec. 5	9:30 A.M. to 9:00 P.M.
	WANAMAKER'S	Nov. 27	12:00 Noon to 9:00 P.M. (Mon., Wed., & Fri. only.)
			The following stores will not be open evenings: ALTMAN'S, HENRI BENDEL, BERGDORF GOODMAN, BONWIT TELLER, DE PINNA, GUNTHER JAECKEL, JAY THORPE, LORD & TAYLOR, MILGRIM, McCUTCHEON, PECK & PECK, RUSSEKS FIFTH AVENUE, and THE TAILORED WOMAN.

Dec. 4 SPRING CORSET WEEK.  
Contact: Jed Sylbert, MU. 3-1593.

Tuesday  
Dec. 5  
10:30 A.M.

"FACE THE FIGURES" THE WARNER BROTHERS CO. HOTEL ASTOR  
FOUNDATION SHOW (BRIDGEPORT, CONN.) GRAND BALLROOM  
The Warner Brothers Co. will present its annual showing of foundation fashions--"Face The Figures", supervised and commentated by Anne Ketcham, Warner's Publicity Director. Show will last one hour and will be followed by informal luncheon. For corset buyers and their assistants; merchandise, advertising and promotion managers; fashion coordinators; store executives and the fashion press. Admission by ticket only. (Complete line will be shown in Warner's display room, 200 Madison Ave., 9:00 A.M. to 5:00 P.M. daily, Monday through Friday, from November 27 to December 8.) Publicity: Anne Ketcham, 200 Madison Avenue, MU.3-1194.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Dec. 5 11:00 A.M.	SHOWING OF BERNARD NEWMAN RESORT ORIGINALS	BERGDORF GOODMAN	3RD FLOOR
	Press showing of Bernard Newman Resort Originals and a special collection of ready-to-wear Southern fashions by Bergdorf Goodman. Attendance by invitation only. Publicity: Florence Neff, PL. 3-7300.		
Tuesday Dec. 5 1:00 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOW	BENN MANDEL (370 SEVENTH AVE.)	SHERRY'S, 300 PARK SHERRY ROOM
	Benn Mandel will present a collection of fur fashions in mink during luncheon, for the benefit of the Travelers' Aid Society. Dresses--Ceil Chapman. Hats--Mr. John. Gloves--Superb. Press by invitation. Public by reservation; contact: Louis, PL. 3-0200. Benn Mandel Contact: LO. 5-2880. Sherry's Fashion Publicity: Rosamund Hanscom, PL. 3-0200.		
Tuesday Dec. 5 2:00 P.M.	"FASHION IS AN ORCHID" CHARITY FASHION SHOW	HEBREW NATIONAL ORPHAN HOME	WALDORF-ASTORIA GRAND BALLROOM
	Benefit fashion show for Hebrew National Orphan Home, Mt. Vernon League. Furs--Dein-Bacher of the Waldorf. Gowns--Frank Martier. Hats--John Frederics. Jewelry--Trifari. Negligees--Dorian Macksoud. Playclothes--Frances Sider. By invitation. Producer and Publicity: Beatrice Joyce, WI. 7-9600.		
Wednesday Dec. 6 12:15 P.M. Luncheon	COSMETICS DIVISION LUNCHEON MEETING	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
	"Beauty in 1951"--beauty editors will introduce models representing their predictions for beauty in 1951. Speakers: Kay Torrey, "Charm"; Helen Van Slyke, "Glamour"; Sara Tomerlin Lee, "Harpers Bazaar"; Bernice Peck, "Mademoiselle"; Beth Harber, "Seventeen"; Shirley Cook Mitchell, "Town & Country"; Muriel Maxwell, "Vogue". Alice Farley, cosmetics buyer of Lord & Taylor, will discuss the store promotion follow-through. Chairman: Beatrice Castle. Price (including tax and tip): \$4.00 for members; \$4.50 for guests (one per member). Contact: The Fashion Group, Inc., CI. 7-3940. Publicity: Ruth Hammer Associates, EL. 5-7108.		
Wednesday Dec. 6 12:45 P.M. Luncheon	RESORT AND SPRING FASHIONS AT LUNCHEON	SURREY CLASSICS, INC.	HOTEL PIERRE COTILLION ROOM
	"Magic Moments"--Surrey Classics will present a luncheon showing of their Resort and Spring collection, designed by Esther Reifer. Clothes will be available at leading Fifth Avenue Stores. Hats--Helen Liebert. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Surrey Classics Publicity: Ruth Hammer Associates, EL. 5-7108. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.		
Wednesday Dec. 6 6:00 P.M. Cocktails	SPECIAL SHOWING OF "COCKTAIL HOUR" HATS	JOHN FREDERICS, INC.; JULIUS WILE SONS & CO.	JOHN FREDERICS SALON 29 EAST 48TH STREET
	A special Holiday collection of "Cocktail Hour" hats, designed by Mr. Fred, inspired by "Cocktails That Go To Your Head", at a party by John Frederics, Inc., and Julius Wile Sons & Company, importers of wines and spirits. By invitation only. Publ.: Virginia Dickson at Robert S. Taplinger & Associates, PL. 9-7979; or Lily Davis at John Frederics, PL. 3-1010.		
Thursday Dec. 7 9:30 A.M. Breakfast	PREVIEW OF SPRING COLLECTION OF BRAS	LOVABLE BRASSIERE CO.	180 MADISON AVENUE SHOWROOM
	New collection of Lovable Bras will be presented to the press and trade. By invitation only. Publ.: Max Rogel and Associates, CO. 7-4535.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Dec. 7 12:30 P.M. Luncheon	SPRING MILLINERY AT LUNCHEON SHOW "Spring Scoop"--Millinery Designers' League will present advance Spring hats at semi-annual luncheon show. Tickets: \$12.50. Contact: Fredda Contin, AC. 2-1358. Publicity: Maud G. Moody, IE. 2-4049.	MILLINERY DESIGNERS' LEAGUE	WALDORF-ASTORIA WEDGWOOD ROOM
Thursday Dec. 7 3:00 P.M.- 4:00 P.M. Cocktails	SHOWING OF MEN'S FASHIONS Palm Beach Suits of Cincinnati, Ohio will present men's fashions, from active sportswear to evening clothes, to the press during cocktails. Attendance by invitation only. This show will be repeated for the customers at 11:00 P.M. Publicity: Lynne Lawton, MU. 7-0621.	PALM BEACH SUITS (CINCINNATI, OHIO)	COQ ROUGE 65 EAST 56TH STREET
Thursday Dec. 7 6:00 P.M.	COLLEGE FASHIONS BY COLLEGE BOARD Junior fashions will be presented at a show planned, staged and modeled by 24 of the A & S College Board Members. Open to public. Publicity: Frances Bemis, Feature Events Dept., TR. 5-7200.	ABRAHAM & STRAUS (BROOKLYN)	3RD FLOOR JUNIOR SIZE DEPT.
Monday Dec. 11 4:00 P.M.- 6:00 P.M. Cocktails	PARTY FOR UNVEILING CHRISTMAS WINDOWS Saks Fifth Avenue will invite the press to a party at the Plaza. They will then be transported to Saks Fifth Avenue for the unveiling of the Christmas windows. By invitation. Publicity: Sylvia Goode, PL. 3-4000.	SAKS FIFTH AVENUE	HOTEL PLAZA WHITE & GOLD SUITE
Tuesday Dec. 12 12:00 Noon Buffet Luncheon	PREVIEW OF RESORT & ADVANCE SPRING HATS Resort and advance Spring millinery by the two Anna's will be presented to the press. Buffet luncheon at 12:00 Noon, followed by show. Attendance by invitation only. Publicity: Maud G. Moody, IE. 2-4049.	ANNA'S HATS, INC.	22 EAST 56TH STREET SALON
Wednesday Dec. 13 12:15 P.M. Luncheon	READY-TO-WEAR DIVISION LUNCHEON MEETING The Ready-To-Wear Division of The Fashion Group will hold a luncheon meeting. More details later. Price (including tax and tip): \$4.00 for members; \$4.50 for guests (one per member). Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Associates, EL. 5-7108.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
Wednesday Dec. 13 1:00 P.M. Luncheon	RESORT DRESSES AND SUITS AT LUNCHEON Luncheon showing of Resort dresses by William Bass; and Resort suits by Bass, Levine and Bass. Fashions available at Saks 5th Avenue. (This will be the last Waldorf-Astoria Weekly Luncheon Fashion Show until after the Holiday Season.) Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Bass Publicity: Laura Benham, RE. 7-8230. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	WILLIAM BASS DRESS CO.; BASS, LEVINE & BASS CO.	WALDORF-ASTORIA SERT ROOM
Thursday Dec. 14 7:30 P.M. Dinner- Dance (Black Tie)	PRESS PREVIEW OF RESORT FASHIONS "Flight To India"--Peck & Peck will present a press showing of their confined collection of Resort fashions, designed by Carolyn Schnurer. Attendance by invitation only. Publicity: Dorothy Jane Todd, OR. 3-4700; Ouida Wagner, BOAC, CO. 5-3737.	PECK & PECK	BROOKLYN MUSEUM SCULPTURE COURT
Dec. 25	CHRISTMAS DAY--LEGAL HOLIDAY (Monday).		-9-

MOVIES...MUSIC...TELEVISION...THEATRE

Friday Nov. 24 OPENING: "GUYS AND DOLLS" FORTY-SIXTH ST. THEATRE, 226 WEST 46TH ST. Cy Feuer and Ernest H. Martin will present a musical fable of Broadway, based on characters and incidents from the writings of Damon Runyon. Stars: Robert Alda, Vivian Blaine, Sam Levene, Isabel Bigley, Pat Rooney, Sr. Director: George S. Kaufman. Book: Jo Swerling and Abe Burrows. Music and Lyrics: Frank Loesser. Dances: Michael Kidd. Settings and Lighting: Jo Mielziner. Costumes: Alvin Colt. Publ.: Karl Bernstein, CI. 6-0427.

Saturday Nov. 25 OPENING: "THE GOLDEN STATE" FULTON THEATRE, 216 WEST 46TH STREET Bella Spewack will present Josephine Hull in a play about present-day California. Author and Director: Samuel Spewack. Settings: Lester Polakov. Costumes: Grace Houston. Publ.: Sol Jacobson, CH. 4-1482.

Sunday Nov. 26 OPENING: "THE TOWER BEYOND TRAGEDY" ANTA PLAYHOUSE, 245 WEST 52ND ST. The American National Theatre and Academy (ANTA), sponsored by the Congress of the United States, will present a series of ten plays during the 1950-1951 season, including new plays and revivals, all staged by different producers. "The Tower Beyond Tragedy", starring Judith Anderson, is based on King Agamemnon's murder and written by Robinson Jeffers. Director: Robert Ross. Setting: Wolfgang Roth. Costumes: Castillo. Publicity: Bill Doll, JU. 2-4976.

Week Of Nov. 27 FOURTH WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, B'WAY & 39TH STREET Program: Mon. Eve., Nov. 27: Puccini's MANON LESCAUT; Wed. Eve., Nov. 29: Mozart's THE MAGIC FLUTE; Thurs. Eve., Nov. 30: Mozart's DON GIOVANNI; Fri. Eve., Dec. 1: Wagner's TRISTAN UND ISOLDE; Sat. Mat., Dec. 2: Verdi's LA TRAVIATA; Sat. Eve., Dec. 2: Verdi's DON CARLO. Publicity: Margaret Carson, PE. 6-1200.

Tuesday Nov. 28 SECOND WEEK: N.Y.C. BALLET CITY CENTER, 131 WEST 55TH STREET Tues. Eve., Nov. 28: ILLUMINATIONS, BAISER DE LA FEE, SYMPHONY IN C. Wed. Eve., Nov. 29: THE DUEL, DIVERTIMENTO, ORPHEUS, JONES BEACH. Thurs., Eve., Nov. 30: SERENADE, DIVERTIMENTO, SUMMER DAY, FIREBIRD. Fri. Eve., Dec. 1: SYMPHONIE CONCERTANTE, THE DUEL, SYLVIA: PAS DE DEUX, BOURREE FANTASQUE. Sat. Mat., Dec. 2: JINX, BAISER DE LA FEE, BOURREE FANTASQUE. Sat. Eve., Dec. 2: THE DUEL, SYLVIA, PAS DE DEUX, SUMMER DAY, JONES BEACH. Sun. Mat., Dec. 3: MOTHER GOOSE SUITE, AGE OF ANXIETY, FIREBIRD. Sun. Eve., Dec. 3: THE GUESTS, ILLUMINATIONS, ORPHEUS. Tickets: \$1.50-\$3.00 (tax included). Publ.: Philip Bloom, CH. 4-5185.

Wednesday Nov. 29 PREMIERE: "LET'S DANCE" (Movie) PARAMOUNT THEATRE, B'WAY & 43RD STREET Paramount Pictures presents a musical romance about a couple in the entertainment world. Stars: Betty Hutton and Fred Astaire. Producer: Robert Fellows. Director: Norman Z. McLeod. Gowns: Edith Head. Publicity: Maria Van Slyke, BR. 9-8700.

Thursday Nov. 30; Dec. 1 12:00 Noon TELEVISION: KATHI NORRIS SHOW WNBTV, CHANNEL 4 Nov. 30: Presentation of maternity fashions. Dec. 1: Seymour Fox will show his Spring coat and suit collection. (Note change in program time). Publicity: Babs Donniger, PL. 3-1742.

Wednesday Dec. 13 OPENING: "LET'S MAKE AN OPERA" GOLDEN THEATRE, 252 WEST 45TH STREET Sylvia Siegler, Lou Cooper and Peter Lawrence will present audience participation musical by Benjamin Britten and Eric Crozier. Scenery: Ralph Alswang. Costumes: Aline Bernstein. Publ.: William Fields, CI. 5-7930.